

# DIGITAL & PRINT ADVERTISING



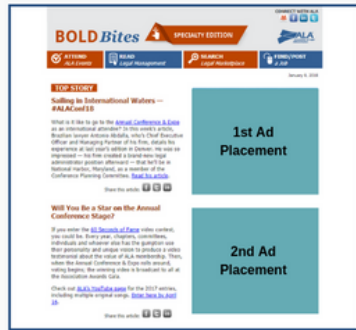
## ALA Newsletter Advertising Rates & Order Form

### BOLD Bites

#### Business of Law Discussions: ALA's Member Newsletter

#### Digital E-newsletter (weekly)

1st sponsor (300w x 250h)  **\$1,595/week for \_\_\_\_ weeks**  
 2nd sponsor (300w x 250h)  **\$1,295/week for \_\_\_\_ weeks**



#### Frequency Rates:

4 weeks: \$5,000       12 weeks: \$11,400   
 6 weeks: \$7,000       20 weeks: \$14,000   
 9 weeks: \$9,500

### Just the Facts - For ALA Chapter Leaders

Digital (monthly)  **\$995/month for \_\_\_\_ months**  
 (300w x 250h)

### ALA Annual Conference & Expo Journal (Print)

Full Page Ad (6"W x 9"H)  **\$1,500**  
 Half Page Ad (6"W x 4.5"H)  **\$1,000**

High res (300dpi) jpegs and PDFs accepted. Full bleeds preferred. Leave 0.5 margin w/o text on both left and right sides.

**Material Due Dates:** All materials are due on or before the 15th of the month prior to the run date of the advertisement (i.e. 12/15 for January run date).



#### ALA Mailing Address

8700 W. Bryn Mawr Avenue, Ste. 110S  
 Chicago, IL 60631-3512

#### Billing Address (accounts receivable)

PO Box 95583, Ste. 110S  
 Chicago, IL 60631-3512  
 Fax: 443-281-0660

#### Send Materials to:

Monica Williams  
[mwilliams@alanet.org](mailto:mwilliams@alanet.org)  
 667-206-4266 x5

#### Nat. Accounts

Tiffany Teal  
[tteal@alanet.org](mailto:tteal@alanet.org)  
 667-206-4266 x6

**TERMS:** This agreement is non cancellable. Signing this insertion order (whether by a representative of the advertiser and/or a representative of an agency working on behalf of the advertiser) represents a binding contract to provide, place, and pay for advertising in ALA's print and/or digital products as stated in the order. Publisher reserves the right to reject any advertisement. Digital ad files must be provided to the publisher by the material due dates indicated in the ALA Media Kit. Failure to make payment when due shall result in a service charge from the date of publication of 5% per month or maximum permissible rate. Costs of collection, including legal fees, shall be borne by the advertiser or agency. Failure to make payment when due also may void any scheduled added-value benefits for the advertiser, at the publisher's discretion.

**Materials Due:** Failure to submit ad materials by assigned date will result in a non-refundable forfeit of that issue's ad placement and count towards your total number of agreed upon insertions.

### Payment Information

#### Submitted by

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_

**Total: \$** \_\_\_\_\_

- Invoice at address above
- Pay with Credit Card Authorization Form
- Pay with credit card via phone

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_